

TO:	BOSTON ROU - 1110	NY METRO ROU - 1210	DATE:	5/28/97
	PHILADELPHIA ROU - 1310	BUFFALO ROU - 1610		
FOR:	DISSEMINATION TO ALL APPROPRIATE PERSONNEL			
CHAIN PROMOTIONAL INFORMATION				
CHAIN NAME:	<u>CUMBERLAND FARMS {EXCEPT FLORIDA}</u>		CID #:	<u>0107-XX-XX</u>
PROMOTION TYPE:	<u>NEW BRANDS</u>		SUPPLIER:	<u>139410</u>
DESCRIPTION:				
BRANDS:	<u>DORAL FF BOX 100      DORAL LT BOX 100</u>			
AUTHORIZED LOCATIONS:	<u>ALL STORES { EXCEPT FLORIDA}</u>			
TIMING:	<u>AUTOMATIC DISTRIBUTION WEEK OF 6-9-97</u>			
DISPLAY METHOD:	<u>DORAL SAVINGS DISPLAY AS POTENTIAL DICTATES.</u>			
ACTION REQUIRED:	<u>SECURE EXTRA ORDERS AS NEEDED.</u>			
COMMENTS:	<u>CODE #'S:</u> <u>202135 - DORAL FULL FLAVOR BOX 100</u> <u>202143 - DORAL LT BOX 100</u>			
AUTHORIZED BY:	<u>LES HOLMES</u>	R.J.R. REP:	<u>J. L. Merusi</u>	
CC:	DM'S	DIVISION:	1142	
	RM'S	PHONE:	508-923-0521	
		FAX:	508-923-0240	
<u>Sales</u> <u>Retail</u> 1221 _____ 1222 <u>20,21,22,24</u> 1222 _____ 1223 1223 _____ 1228 <u>23,24</u> 1224 _____ 1229 _____ 1225 _____ ROM 1226 _____ PC SC 1227 _____ MC PA 1228 _____ 1229 _____ RSM RRM 1230 _____ 1231 _____				

<u>Sales</u>	<u>Retail</u>
1221	1222 20,21,22,24
1222	1223
1223	1226 23,24
1224	1229
1225	ROM
1226	PC SC
1229	MC PA
1240	
1244	RSM RBM

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